

EXHIBIT A
TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant

Development Counsellors International
733 Third Avenue, New York, New York 10017

2. Registration No.

1421

3. Name of foreign principal

Australian Tourist Commission

4. Principal address of foreign principal

3550 Wilshire Blvd.
Los Angeles, CA 90010

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) _____

☐ Individual - State his nationality _____

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6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Tourist Commission

b) Name and title of official with whom registrant deals.

Alan Drew, Regional Director North America

7. If the foreign principal is a foreign political party, state:

a) Principal address not applicable

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

Not applicable

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal . . Yes ☐ No ☐

Financed by a foreign government, foreign political party, or other foreign principal . . Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A February 20, 1985	Name and Title Ted M. Levine, Pres. Emmanuel T. Elenis Exec. V.P.	Signature <i>Ted M. Levine</i>
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Development Counsellors International	Australian Tourist Commission

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
- ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
- ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

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- Describe fully the nature and method of performance of the above indicated agreement or understanding.

DCI will promote travel to Australia by means of press releases and feature stories in trade and consumer magazines; coordination of group and individual press tours to Australia; placement of Australian spokespeople on appropriate radio and TV programs, and other associated public communications/publicity activities.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please see attached letters of agreement

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

The intent is to encourage increased travel to Australia by Americans by means of articles in the travel press, and increasing awareness among travel agents and tour operators of the benefits of travel to Australia for their clients.

Date of Exhibit B February 20, 1985	Name and Title Ted M. Levine, Pres.	Signature <i>Ted M. Levine</i>
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^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.



Australian Tourist Commission

Australia

North America Suite 1740
3550 Wilshire Boulevard
Los Angeles CA 90010-2480
USA
communications Cable Austour Telex 674940
Telephone (213) 380 6060
offices Melbourne (HQ) Sydney Tokyo
New York Los Angeles London
Frankfurt Auckland Singapore

28 December 1984

Mr Ted Levine
President
Development Counsellors International
733 Third Avenue
NEW YORK NY 10017

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Dear Ted,

We would like to confirm the details of the discussion between us in regard to Development Counsellors International representing the Australian Tourist Commission.

ATC will retain DCI, specifically Mr Ted Levine, Mr Irving Hamilton, and Ms Peggy Bendel, at a monthly fee of \$8,000 from 1 January 1985 to 30 June 1985 to provide the following services:

1. Establishment and maintenance of a "news bureau", accessible by telephone or mail, as a competent source of information on Australia for electronic and print media within the USA. This facility to be permanently staffed and to operate as an extension of the Australian Tourist Commission.
2. Analysis and assessment of broadcast and print journalists for media visits to Australia, working with the ATC to devise and implement appropriate travel itineraries, and management of such visits. This responsibility to include development and maintenance of lists of media which the ATC would wish to "access", and to undertake direct efforts to encourage such media to take an active interest in Australia.

2.

3. Analysis and assessment of information on Australia and Australian tourism to determine its suitability for press releases and other media communications to serve ATC's marketing needs. The development and distribution of such material on a regular basis. This area of responsibility should include the recognition of the need to communicate appropriate material to our "constituents" back in Australia.
4. Initiation of promotional and communications opportunities which integrate with ATC's marketing strategies, and the management of appropriate opportunities to a successful conclusion.
5. Provide competent, professional advice to ATC's Regional Director, North America in regard to the public relations and communications aspects of potential projects, initiated within or outside the ATC, and where mutually agreed work with the ATC to bring projects of opportunity to a successful conclusion.
6. To undertake these activities in a way which is sensitive to ATC's image within the public arena and its standing within the media and travel industries.
7. Monthly reporting of the activities of DCI on behalf of the Australian Tourist Commission, and brief summaries of media exposure for Australia during that period. More detailed quarterly reporting, including audit or performance assessments of activities, and assessments of PR achievements relative to equivalent advertising expenditures.

It is recognised by ATC that promotional opportunities will occasionally arise which are of a dimension which would not reasonably fall within a monthly retainer of \$8,000.* It is DCI's responsibility to draw such matters to ATC's attention, and a separate and mutually agreeable arrangement will be made in such cases.



In addition, ATC will reimburse DCI for itemized out-of-pocket expenses for such costs as distribution/mailling charges, entertainment, stationary, communications, and incidentals, to an average maximum of \$2,000 per month.

ATC undertakes to maintain open lines of communication with DCI and to provide the necessary information flows to enable DCI to meet their responsibilities. ATC's management responsibility rests with Regional Director, North America.

This agreement to be made invalid by written notification of either party at 60 days notice. In the event that there is no written extension of this agreement beyond 30 June 1985, this agreement is to continue to apply until such written notification of change is made.

Should you find this agreement to be acceptable, it would be appreciated if you could endorse both copies of this agreement, and return one to this office.

All of us at ATC look forward to working closely with DCI, and believe the next twelve months will prove to produce an exciting expansion of the awareness of Australia throughout the United States.

Best personal regards,

ALAN J. DREW
Regional Director, North America

TED M. LEVINE
President,
Development Counsellors International, Ltd.